

***State of Washington
Department of Transportation
Notice to Consultants
On-Call Tolling & Value Priced Facilities Public Involvement Services
for Urban Corridors Organization***

The Washington State Department of Transportation (WSDOT) solicits interest from consultants who wish to be evaluated and included on a list to be considered for On-Call Tolling & Value Priced Facilities Public Involvement Services for Urban Corridors Projects. The projects are all located in the Puget Sound area and include:

- Alaskan Way Viaduct;
- Sound Transit Regional Express;
- I-405;
- I-5 in King County;
- SR 520;
- SR 509;
- SR 518;
- SR 519;
- SR 167 in King County;
- Urban Planning Office; and
- Other related projects.

WSDOT reserves the right to amend terms of this Request for Qualifications (RFQ) to circulate various Addenda, or to withdraw the RFQ at any time, regardless of how much time and effort vendors have spent on their responses.

WSDOT Urban Corridors Organization (UCO) solicits interest from Consultants to provide On-Call Public Involvement Services in the field of Tolling and Value Priced Facilities. UCO will be managing the On-Call Task Order agreements that will be for 2-1/2 years duration. WSDOT intends to award On-Call agreements to all consultants that score at least 75% of the maximum points possible. The selected consultants may be required to provide employees at WSDOT owned or leased facilities for an extended period with short notice given by WSDOT. WSDOT may also request specific employees from outside of the area, and therefore WSDOT will allow up to a maximum of 60-day travel status. No minimum amount of work is guaranteed under these agreements.

Note: WSDOT will be hosting an open house to provide information on potential consultant projects delivered from UCO. Please watch this web site for notice on date and location of this open house.

Project Description

Successful consultants must have specialized experience in introduction of Tolling & Value Priced Facilities to a public unfamiliar with said systems. The following general expertise is desirable:



- Strategic Market Development: Consultants must provide expertise in strategic planning, development, and evaluation of effective and targeted campaigns, the use of media, product branding and positioning, issues analysis, and management strategies;
- Market Research and Analysis: Consultants must provide the ability to produce, analyze, and use qualitative and quantitative market and community research. Consultants must provide the ability to gather, analyze, and present the interests and concerns of communities, special interest groups, and the public;
- Creative Concepts, Design, and Content: Consultants must provide expertise in development and production of compelling messages, test and images that effectively reach varied target audiences;
- Product Development and Production: Consultants must provide expertise in developing and producing communications products for a variety of mediums, including print, video, direct mail, Internet, transit, outdoor, display and radio; and
- Public Involvement: Consultants must provide the ability to reach out to the general public as well as to targeted publics. A multiethnic, multicultural perspective is assumed.

WSDOT intends to contract with multiple consultants for the above On-Call Tolling & Value Priced Facilities Public Involvement services over the upcoming 2-1/2 years. The approved all-inclusive (direct labor, overhead and fee) hourly billing rates will be negotiated and approved by WSDOT on a yearly basis.

Note: The above services are being procured following the personal services procurement requirements defined in the Revised Code of Washington (RCW) 39.29.

Evaluation Criteria

Pursuant to state and federal regulations, a qualifications-based selection process will be used to select consultants. The following information and criteria will be used to evaluate and rank responses:

1. Qualifications/Expertise of Firm(s) on Team;
2. Qualifications of Proposed Project Manager(s);
3. Key Team Members Qualifications (Prime & Subs);
4. Firm's Project Management System (Prime Only);
5. References/Past Performance (Prime Only); and
6. Cost Factors (Prime Only.)

There are a total of 200 points possible per reviewer. There will be three (3) reviewers for a possible total of 600 points. All firms scoring within 75% of the maximum score possible will receive a contract. The maximum score possible is 600, so firms must score 450 or higher to receive a contract. The link to the definitions and point value for each of the proposed criteria may be found on the first page of this advertisement web site.

NOTE: It is imperative that the consultant reviews the definitions of the scoring criteria. We have included requirements and/or limitations for the information that is being requested.

Submittals

Consultants are invited to submit their Statement of Qualifications at their own cost. WSDOT assumes no obligation of any kind for expenses incurred by any respondent to this solicitation. The submittal is limited to a total maximum number of thirty (30) sheets submitted only on single sided (single sided meaning one side only of a single sheet of paper) typed 8.5" x 11" paper (if charts and/or graphs are utilized text must be a readable size font), and with type size no smaller than 12 point.

Your Statement of Qualifications must be broken into two (2) separate packets. Your Statement of Qualifications "Packet A" must consist of:

- Your responses to scoring Criteria 1 through 4.

Your Statement of Qualifications "Packet B" must consist of:

- Your letter of transmittal;
- Your response to scoring criteria 5 and 6; and
- Your Submittal Information Packet forms for both the prime and all proposed sub-consultants.

The page limitation does not apply to the front and back covers of "Packet A" and all of "Packet B."

The Statement of Qualifications shall meet the following requirements or will be deemed non-responsive and will not be eligible for consideration of this work:

- Title of the Request for Qualifications, your firm clearly identified on the cover of the submittal Packets "A" and "B", and the letter of transmittal;
- Statement of Qualifications broken into "Packet A" and "Packet B" as indicated above;
- Responsive to all evaluation criteria;
- Meeting page limitations and font size requirements; and
- Meeting submittal deadline submission date.

Materials submitted in response to this competitive procurement shall become the property of WSDOT and will not be returned. All submittals received will remain confidential until WSDOT and the successful Consultants sign the agreements resulting from this advertisement. All submittals are deemed public records as defined in the RCW 42.17.250 to 42.250.340.

Faxed or e-mailed submittals will not be accepted. Four (4) copies of your "Packet A" and one (1) copy of "Packet B", for each category of work in which your firm would like consideration, whether mailed or hand-delivered, must arrive at the following address no later than 5:00 pm on Wednesday, June 15, 2005:

Director, Consultant Services
Washington State Department of Transportation
Capital View II Building, 2nd Floor

724 Quince Street SE
Olympia, WA 98504-7323

Any questions regarding the submittal should be directed to Mr. Doyle Dilley at 360-705-7107.

Note: Please be aware that if you mail your submittal utilizing the United States Postal Service (USPS), an additional two (2) working days will be added to the delivery time due to the fact that all State Agency mail must go through an internal Campus Mail system first before it reaches its final destination. Submittals mailed via USPS must account for this added delivery time in order for the submittal to reach the Consultant Services office by the due date and time.

The department has an overall Disadvantaged Business Enterprise (DBE) Goal. The DBE goal for participation will be obtained through a combination race-neutral/race-conscience means as outlined in WSDOT's "Disadvantaged Business Enterprise Program Plan." The department encourages disadvantaged, minority, and women-owned consultant firms to respond.

Persons with disabilities may request this information be prepared and supplied in alternate formats by calling collect 206-389-2839. Persons with hearing impairments may call 1-800-833-6388 (Washington State Telecommunications Relay Service) and ask for 206-515-3683.

Dates of publication in the Seattle Daily Journal of Commerce: Wednesday, May 11, 2005 and Wednesday, May 18, 2005.

Submittal Due Date: Wednesday, June 15, 2005.